

COMMUNITY DEVELOPMENT PROGRAMS TO ACHIEVE SOCIAL SUSTAINABILITY

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ABSTRACT

Purpose

This paper deals with community development programs taken up by private companies in India Under corporate social responsibility for achieving sustainable development goals.

Design/Methodology/Approach

A qualitative study is being conducted for which data is collected from websites of the companies, research papers, kpmg reports and articles.

Findings

The analysis reveals that the majority of initiatives taken by companies are in the area of Education, Healthcare and rural development. Though study finds CSR efforts are in accordance with sustainable goals, more such programs are needed for social upliftment for the Indian economy.

Research Limitations/Implications

This study explores sustainable efforts in the Indian context which can be a base for measuring development goals to be achieved by 2030. The practices can help managers and organisations to channelise its efforts towards other sustainable goals which are of least interest.

Originality/Value

This study provides valuable insights into the CSR efforts and commitments towards societal issues.

Keywords: *Community Development Programs, Sustainable Development Goals, Social Upliftment, United Nations.*

Introduction

Businesses are dependent on society for growth and sustainability from a long term perspective. Globalisation escalated competition and it has led to sustainability issues for organisations. Sustainable business structures needed streamlined operations, right use of power and respect for responsible behaviour towards society(2). Considering social and environmental aspects in business processes became the new trend in business units to save resources for the future and thus Corporate Social Responsibility became a strategic tool in the 21st century. With integration of world economies Indian business units too learned the importance of value creation through CSR practices and considering environmental & social issues. The solution lies in the principle of shared value(7), which involves creating economic value in a way that also creates value for society by addressing its needs and challenges. Basic Healthcare, employment opportunities and raising living standards along with an eco-friendly environment was the biggest issue for the community. Development in all spheres was possible

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through creating a balanced structure which can cope with social and environmental issues **(5)**. The companies became more ethical and business companies begin addressing social issues like providing equality in employment, using recyclable material and denying child labour production, making contribution in charity and considering human rights. It became a commitment towards society and the environment. It was believed that companies can still earn profit while considering commitment towards society. Society and business can prosper together if companies behave ethically along with its economic objective**(4)**.

Transformation was required for which companies began to focus efforts towards more sustainable processes and strategy. Sustainable business models became more popular by focussing on the three P's- people, planet and profit**(6)**. The role of private organisations became prominent in value creation by taking up CSR and sustainable programs which helped the government in economic growth also. Further Businesses, government and NGO's started working in collaboration to achieve success along with social progress as consumers preferred purpose driven organisations.**(11)**

Need for Study

The United Nations in 2015 suggested sustainable development to create an environment of prosperity for people and Planet by taking up 17 sustainable development goals. This paper deals with community development programs taken up by private companies in India under Corporate social responsibility for achieving sustainable development goals.

Literature Review

Manaktola, K. and Jauhari, V. (2007): An empirical study revealed that Green Marketing practices provided a leverage over the competitors in fast moving consumer goods and can act as a strategy for long-term survival.

In **2009, White.P,** emphasised on the company Procter and Gamble which has incorporated sustainability in its operations, product design and successfully building long lasting partnership inspite of its presence in 180 countries.

Sharma, A., & Kiran, R. (2012)- Conducted a study through a structured questionnaire and revealed that more efforts are required as far as consumer durables are concerned. Information technology and Auto industry are two sectors inclined towards CSR initiatives.

Sarmah, B., Islam, J. U., & Rahman, Z. (2015) - the study highlighted the value creation by stressing on social responsibility and sustainability issues for ITC Company. The case study method emphasised on e-choupal project to focus on farmers by providing them relevant information and better prices as compared to market. This initiative has provided a platform for farmers from where they can gain knowledge. The awareness through this effort became value creation for growth and sustainable future.

Bergman et al (2019) studied 70 book chapters, research papers, reports between 2013-2019 of national and international context. Research was done through content analysis and highlighted the advantages and disadvantages of Indian Companies Act 2013. According to the authors, CSR can be used as a policy tool which can boost the growth of Indian companies at one end while addressing the social expectation on the other hand. Strategic Implementation of CSR can have a significant impact on the sustainability of firms and society as whole.

Poddar, A., Narula, S. A., & Zutshi, A. (2019) focused their study on sustainable development goals from 2014 to 2016 by the Indian corporate sector. They considered the various steps taken so far to attain the goals but more efforts are required to conserve the natural habitat and marine life. The Indian North Eastern states like Jammu & Kashmir and Union territories are lacking behind and need attention in terms of social development.

Krishnan, S. (2020)- stressed the recovery phase of Assam floods (2012- 2013) through WASH program which dealt with the learning phase in case of disaster. Places prone to floods need to have wider programs to deal in case of emergency and to provide better facilities for the community in coming times.

Loknath Mishra (2020) reviewed 40 Indian companies in respect of Sustainable practices. He stated the importance of SDC and CSR practices in order to make business units responsible for a better future. State wise expenditure showed that Maharashtra expenditure was 1900 crores between 2014 - 2017 and major concern areas were health, education and environment issues.

EIAIly, A., Palaschuk, N., El-Bassiouny, D., Wilson, J., & Weber, O. (2020) - highlighted the impact of sustainable goals on companies CSR practices through analysis of research journals. The authors stressed that issues like climate change should be a part of business strategies which can enhance company financial performance.

Research Methods

Qualitative research is undertaken to examine CSR as a source of sustainability tool in Indian companies with focus on the last three years data. Four companies were chosen based on expenditure on Corporate social responsibility and focus on social change. Existing literature, annual reports of the company, kpmg reports were considered to analyse organisations.

Results and Analysis

- **Reliance Industry Limited:** Reliance Industries has bounded its social responsibility with development goals through various programs in education for underprivileged children and girls Child education. Focusing area of the company are Jamnagar, Surat, Vadodara, Dahej, Lodhivali, Nagpur and Navi Mumbai. The Other initiatives taken in rural transformation to fulfil the motto of the company are as follows :

Table 1

Education	Health Care	Rural development
Working with 14 NGOs in partnership encourages sports literacy and life skills among children like Aarambh 1 billion literates Foundation Punit child development centre	Woman Health Care- a program is initiated for adolescent girls for intimate hygiene, menstruation and healthy diet. The awareness is created by workshops and interactive learning sessions .	Water conservation and harvesting project where 500 villages are provided water supply. Safe drinking water supply and water for agricultural needs is provided with 10,000 Wells, farms and dams. Effective water management programs are being conducted for making them aware of water conservation techniques.
Fully equipped Technology van for Digital education runs between Mumbai Thane and provides quality education to government schools. 4000 students have benefited with such innovative steps towards providing education at the doorstep.	Mother and child initiative- It focuses on women's health in rural and urban areas and educate them about the various diseases and nutritional deficiency in normal course and pregnancy time.	Housing for the rural village was supported by the company in more than 1,200 villages and 12 States across India in order to provide better living conditions .
Dhirubhai Ambani scholarship program (DAS) provides financial support to students to complete their graduation where preference is given to girls .	Healthcare awareness camps - With special focus for pregnant women and lactating mothers, the programs provide education about postnatal care and child's early development issues along with various child diseases.	Rural livelihood and entrepreneurship livelihood programs and awareness about skill development is being provided in order to create an alternative source of livelihood. Small farmers are provided assistance for starting business like nurseries and poultry.
	Health care for HIV / AIDS patients and tuberculosis - The company provides special assistance in dealing with diseases like HIV/ AIDS and provides diagnostic as well as curative services to the patients. The area where the specialised services are provided is Hazaria, Gujarat.	

	Drishti- A initiative in partnership with National Association for blind which works with 59 hospitals in partnership.	
	Mission zero malnutrition project- A government- private initiative to eradicate malnutrition in the children of Nagothane where regular health checkups are conducted from time to time.	

- HDFC Bank:** Parivartan, CSR program aims to make a difference in the lives of the people by providing assistance in rural development education, Healthcare, skill training and livelihood enhancement. This bank is considered to be one of the largest contributor in CSR as it spent 634.91 crore towards Parivartan in the financial year 2020-2021 and Impacting the lives of 9.6 crore people by providing following programs.

Table 2

Education	Training and livelihood enhancement	Health care and hygiene
Zero investment innovation for education initiative (ZIIEI) provides assistance for education.	Focussing on farmers and youth in rural areas, bank provides training for livelihood based on agriculture and non agricultural activities	Providing facilities of Health clinics, nutritional programs and immunisation drives in order to make healthcare available.
Rupantar- a collaboration of government, corporate and NGO along with teachers in order to enhance the quality of education in government school in Uttar Pradesh.	Skill training, financial literacy and credit counselling were given to women for self help groups in order to make them independent.	Communities and schools are being provided with sanitation facilities.

- Infosys Limited:** It was established in 1996 to deal with issues of education, healthcare ,rural development ,art and culture for remote areas of India. Under the guidance of visionary Sudha Murty, the company is involved in many philanthropic activities. The Company spent Rs 325 crores approximately on CSR activities in the financial year 2020-21. Education initiatives, Healthcare and rural development programs taken up by the foundation are:

Table 3

Education	Healthcare	Rural development
A collaboration with Sri Ramakrishna Vidya Kendra in Bengaluru provides free meal to children below poverty line and provides education in order to increase the standard of living for this section of society	Jagruti, an initiative for providing awareness about health related problems and can hamper education of the students. The main objective of this program is to develop slum areas and conduct awareness drives through which government schemes are highlighted. Along with this 800 bed Dharamshala is being build in order to support cancer patients and their family members at National Cancer Institute (NCI) of All India Institute of Medical Sciences AIIMS in Haryana.	Chittaprakashan Prakash Charitable Trust provides rehabilitation centre for mentally sick patients .

NGO like Avanti fellow 2014 started targeting the students of low income group and provide assistance for their bright future and career through STEM	Infosys Foundation supports cancer treatment and provides special treatment for Kidwai Memorial Institute of Oncology, Karnataka by providing 7.93 crore in 2019.	School established in tribal areas of Arunachal Pradesh under Ramkrishna Mission mission. The school also includes coaching centres, a dairy, a bakery, a small farming facility, a dispensary and a printing press.
Infosys Foundation has partnered with Chennai Mathematical Institute CMI for students who want to pursue studies and research in the field of mathematics and Science.	For blind patients, an initiative Sankara Netralaya provides monetary help to the people who can't afford the treatment expenses. A community hospital is built which provides 12,000 free surgeries every year for ophthalmology related issues.	collaborative effort of Agastya and Infosys foundation to increase the standard of education in the Country by providing Mobile Labs and conducting workshops about the digital platform
Provides Technology programs and skill training courses for engineering students with name Spark IT	Healthcare facilities and financial aid is provided to psychiatric and neurological patients by National Institute of Mental Health and neurosciences(NIMHANS) which works in partnership with Infosys Foundation.	
	The foundation has been working for Jan Chetna Manch Bokaro (JCMB) by providing financial help and empowering rural women specially in health. It is ensured that basic healthCare is provided at the centre without travelling distance in the time of emergency.	

- **Wipro Limited:** It started primary education programs in 2001 and it was the first IT company to start with education programs. In order to make education accessible, the company has taken up various initiatives to provide quality education at school and secondary level. Apart from this, safe drinking water and sanitation was the focal point for the company.

Table 4

Education	Health care	Rural development
Providing education to children from weaker sections of society and potential students are given training for enhancing skill.	Amalner Healthcare project started in 2012, Wipro consumer care & lighting group (WCCLG) is working for drought prone area Amalner by providing basic Health Care infrastructure.	Rural area of Arikee panchayat which is a drought prone area get the Primary Healthcare Services under Tumkur Health Care project.
It provides Santoor women's scholarship to girls who have passed class 12 and wish for higher education but don't have money to do so 900 female students are provided monetary help annually in different fields.	Mysore Healthcare project a community program specially designed to deal with Contagious diseases of women which caters labourers and other backward caste in Sanitation issues.	
In the year 2016 Wipro started an Education fellowship program in order to support a new educational networking system for sustainable school education. Mentoring facilities and workshops are conducted and network model is used in order to build a better refined structure of education.	Project Sanjivani has been working since 2009 by providing a basic HealthCare system in nine villages of Aurangabad.	

Discussion

Reliance is bringing out the best social impact programs and focusing on social development as the company has spent 920 8.68 crore on CSR activities in the year 2020-21. Focussed healthcare initiatives are addressed in the states Maharashtra, Madhya Pradesh, Uttarakhand, Gujarat Uttar Pradesh and Andhra Pradesh in order to deal with awareness and health emergencies by providing mobile medical units. Infosys Foundation has been sensitive about certain issues of quality education as it accounts for Rupees 93 crores in 2020-21. With focus on sustainable development goals of No poverty, Zero hunger, rural Development, clean water & sanitation and reduced inequalities, Indian Corporates are aligning NBGCSR practices in accordance with sustainable development goals. It is clear that 65% of India's total CSR funds are targeted towards Sustainable development goal 1 (no poverty), Sustainable development goal 3 (good health and well being) and sustainable development goal 4 (quality education) from the above tables I,II,III and IV. Though study finds CSR efforts are in accordance with sustainable goals, more such programs are needed for social upliftment for the Indian economy.

Conclusions and Limitations

Foreign researchers and academicians have taken up the topic and provided valuable insight in focusing development goals through various strategies. In Indian context studies are required to evaluate how far we have accomplished the agenda of 2030. Some Private players are playing a dominant role in contributing towards social change through various projects but we have a long way to go. The study explores sustainable efforts in the Indian context which can be a base for measuring development goals to be achieved by 2030. The practices can help managers and organisations to channelise its efforts towards other sustainable goals which are of least interest. In achieving this more such programs are required and focus should be towards goals which have not been considered so far. Follow up studies are required of other companies as CSR can have a synergistic effect with sustainable development goals for making a change in the society.

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